

1999-2000 TOBACCO CONTROL



PROGRAM SURVEY

**This Survey is Administered By:
THE GALLUP ORGANIZATION**

INSTRUCTIONS

All the information you give us in this survey is confidential. This means that it will be kept secret and private. Please do not write your name on the survey. This is not a test. This is your chance to tell us what you think. Please feel free to ask us any questions.

Read each question carefully.

Mark the box next to your answer like this:



OR



If you have any questions, raise your hand.

DEFINITIONS

Cigarettes are tobacco wrapped in paper and smoked.

Snuff is a powdered substance that comes in cans like Skoal or Copenhagen.

Chewing tobacco is shredded tobacco leaves found in pouches like Beechnut or Redman.

Tobacco use refers to the use of any type of tobacco such as cigarettes, snuff, or chewing tobacco.

A **non-smoker** is someone who does not smoke cigarettes.

If people get **addicted** to a drug, they get hooked on it. They feel bad (physically and mentally) unless they use the drug every day.

Second-hand smoke is smoke from someone else's cigarette that is in the air that you breathe.

Advertisements are commercials for products, which may appear in newspapers and magazines, or on TV, radio, and billboards (outdoor signs).



SECTION A: BACKGROUND

A1. What is your grade?

☐ 4th grade

☐ 5th grade

☐ 6th grade

☐ 7th grade

☐ 8th grade

☐ 9th grade

☐ 10th grade

☐ 11th grade

A2. How old are you?

☐ 8 years

☐ 9 years

☐ 10 years

☐ 11 years

☐ 12 years

☐ 13 years

☐ 14 years

☐ 15 years

☐ 16 years

☐ 17 years

☐ 18 years

A3. Are you a...?

☐ Boy

☐ Girl

A4 Did you go to this school last year?

☐ Yes

☐ No

A5.

How would you describe yourself? (You may mark more than one answer to this question.)

- | | |
|--|---|
| <input type="checkbox"/> Latino, Hispanic, Mexican American, or Chicano | <input type="checkbox"/> Filipino |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> Japanese |
| <input type="checkbox"/> White | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Pacific Islander (Guam, Tonga, or Samoa) |
| <input type="checkbox"/> Cambodian | <input type="checkbox"/> Laotian |
| <input type="checkbox"/> Vietnamese | |
| <input type="checkbox"/> American Indian (Native American Indian) or Alaska Native | |
| <input type="checkbox"/> Other (describe) _____ | |

A6.

In general, what language do you read and speak?

- ☐ Only English
- ☐ Mostly English
- ☐ 1/2 English and 1/2 another language
- ☐ Mostly another language
- ☐ Only another language

A7.

What language do you usually speak at home?

☐

☐

Only English

Mostly English

1/2 English and 1/2 another language

Mostly another language

☐ Only another language

A8. In which language do you usually think?

☐ Only English

☐ Mostly English

☐ 1/2 English and 1/2 another language

☐ Mostly another language

☐ Only another language

A9. What language do you usually speak with your friends?

☐ Only English

☐ Mostly English

☐ 1/2 English and 1/2 another language

☐ Mostly another language

☐ Only another language



SECTION B: CIGARETTE USE

B1. Have you ever tried cigarette smoking, even a few puffs?

☐ Yes

☐ No

B2. Have you ever smoked a whole cigarette?

☐ Yes

☐ No

B3. Have you smoked at least 100 cigarettes in your life?

☐ Yes

☐ No

B4. Think about the last 30 days. On how many of these days did you smoke cigarettes?

☐ 0 days

☐ 10 to 19 days

☐ 1 or 2 days

☐ 20 to 29 days

☐ 3 to 5 days

☐ All 30 days

☐ 6 to 9 days

B5. Think about the last 30 days. On the days that you did smoke, what was the average number of cigarettes you smoked per day?

- ☐ I did not smoke cigarettes during the past 30 days
- ☐ Less than 1 cigarette per day
- ☐ 1 cigarette per day
- ☐ 2 to 5 cigarettes per day
- ☐ 6 to 10 cigarettes per day
- ☐ 11 to 20 cigarettes per day
- ☐ More than 20 cigarettes per day

B6. In your whole life, how many times have you tried to quit smoking cigarettes for more than one day?

- ☐ I don't smoke cigarettes
- ☐ I tried to quit 2 or 3 times
- ☐ I have smoked, but never tried to quit
- ☐ I tried to quit 4 or more times
- ☐ I tried to quit one time

B7. During the last year (12 months), have you tried to quit smoking cigarettes for more than one day?

- ☐ I have never smoked cigarettes
- ☐ Yes
- ☐ No

B8. Would you like to quit smoking cigarettes now?

- ☐ I have never smoked cigarettes
- ☐ Yes
- ☐ No

B9. Are you seriously thinking of quitting smoking?

- ☐ I don't smoke cigarettes
- ☐
- ☐

Yes, I'm thinking of quitting within the next 30 days

Yes, I'm thinking of quitting within the next 6 months

☐ No, I'm not thinking of quitting



SECTION C: OTHER TOBACCO USE

C1. Have you ever tried chewing tobacco or snuff, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

☐ Yes

☐ No

C2. Think about the last 30 days. On how many of those days did you use chewing tobacco or snuff?

☐ 0 days

☐ 10 to 19 days

☐ 1 or 2 days

☐ 20 to 29 days

☐ 3 to 5 days

☐ All 30 days

☐ 6 to 9 days

C3.

In your whole life, how many times have you tried to quit using chewing tobacco or snuff for more than one day?

☐

I don't use chewing tobacco or snuff

☐

I tried to quit one time

☐

I have used chewing tobacco or snuff, but never tried to quit

☐

I tried to quit 2 or 3 times

☐

I tried to quit 4 or more times

C4.

How many cigars have you smoked in your whole life?

☐

None

☐

2 to 4 cigars

☐

Only a few puffs

☐

5 to 20 cigars

☐

Part or all of one cigar

☐

More than 20 cigars

C5.

Think about the last 30 days. On how many of these days did you smoke a cigar?

☐

0 days

☐

10 to 19 days

☐

1 or 2 days

☐

20 to 29 days

☐

3 to 5 days

☐

All 30 days

☐

6 to 9 days



SECTION D: TOBACCO AVAILABILITY

D1.

Do you think it would be easy or hard for you to get cigarettes if you wanted some?

☐ Very easy ☐ Sort of hard

☐ Sort of easy ☐ Very hard

D2. Do you think it would be easy or hard for you to get cigarettes from a friend, relative or a stranger, if you wanted some?

☐ Very easy ☐ Sort of hard

☐ Sort of easy ☐ Very hard

D3. Do you think it would be easy or hard for you to find a store in your community that would sell you cigarettes, if you wanted some?

☐ Very easy ☐ Sort of hard

☐ Sort of easy ☐ Very hard

D4. Have you ever bought a pack of cigarettes?

☐ No ☐ Yes, only for someone else

☐ Yes, only for myself ☐ Yes, both for me and someone else

D5. Have you ever bought a single cigarette sold loose out of the pack, one at a time?

☐ Yes ☐ No

D6.

The last time you smoked, how did you get the cigarettes? (**Be sure to mark one answer only.**)

- | | |
|--|--|
| <input type="checkbox"/> I never smoked cigarettes | <input type="checkbox"/> A family member <u>gave</u> them to me |
| <input type="checkbox"/> I bought them myself | <input type="checkbox"/> Other people (besides my family or friends) <u>bought</u> them for me (with my money) |
| <input type="checkbox"/> A friend <u>bought</u> them for me (with my money) | <input type="checkbox"/> Other people (besides my family or friends) <u>gave</u> them to me |
| <input type="checkbox"/> A friend <u>gave</u> them to me | <input type="checkbox"/> I took them from a <u>store</u> without permission |
| <input type="checkbox"/> A family member <u>bought</u> them for me (with my money) | <input type="checkbox"/> I took them from a <u>person</u> without permission |
| | <input type="checkbox"/> Other (describe) _____ |

D7.

The last time you bought cigarettes, where did you buy them? (**Be sure to mark one answer only.**)

- ☐ I never bought cigarettes
- ☐ A large store such as a supermarket (like Safeway or Ralphs)
- ☐ A small market or neighborhood grocery store
- ☐ A convenience store (like 7-11)
- ☐ A gas station mini-mart (like AM/PM)
- ☐ A liquor store
- ☐ A drug store (like Sav-On or Thrifty)
- ☐ On the Internet
- ☐ A vending machine
- ☐ Other (describe) _____

D8. During the last 30 days, have you been asked to show proof of your age (such as an ID) when you bought or tried to buy cigarettes?

- ☐ I did not buy or try to buy cigarettes in a store during the last 30 days
- ☐ Yes, I was asked to show proof of my age
- ☐ No, I was not asked to show proof of my age

D9. During the last 30 days, has anyone refused to sell you cigarettes?

- ☐ I did not try to buy cigarettes during the last 30 days
- ☐ Yes, someone refused to sell me cigarettes
- ☐ No, no one refused to sell me cigarettes

D10. Suppose that you went to 10 stores in your community that sell cigarettes or chewing tobacco. How many of those stores do you think would sell cigarettes or chewing tobacco to you?

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> 0 stores | <input type="checkbox"/> 6 stores |
| <input type="checkbox"/> 1 store | <input type="checkbox"/> 7 stores |
| <input type="checkbox"/> 2 stores | <input type="checkbox"/> 8 stores |
| <input type="checkbox"/> 3 stores | <input type="checkbox"/> 9 stores |
| <input type="checkbox"/> 4 stores | <input type="checkbox"/> 10 stores |
| <input type="checkbox"/> 5 stores | |

D11. Do you think it would be easy or hard for you to get chewing tobacco or snuff if you wanted some?

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Very easy | <input type="checkbox"/> Sort of hard |
| <input type="checkbox"/> Sort of easy | <input type="checkbox"/> Very hard |

D12. The last time you used chewing tobacco or snuff, how did you get it? **(Be sure to mark one answer only.)**

- | | |
|--|--|
| <input type="checkbox"/> I never used chewing tobacco or snuff | <input type="checkbox"/> A family member <u>gave</u> it to me |
| <input type="checkbox"/> I bought it myself | <input type="checkbox"/> Other people (besides my family or friends) <u>bought</u> it for me (with my money) |
| <input type="checkbox"/> A friend <u>bought</u> it for me (with my money) | <input type="checkbox"/> Other people (besides my family or friends) <u>gave</u> it to me |
| <input type="checkbox"/> A friend <u>gave</u> it to me | <input type="checkbox"/> I took it from a <u>store</u> without permission |
| <input type="checkbox"/> A family member <u>bought</u> it for me (with my money) | <input type="checkbox"/> I took it from a <u>person</u> without permission |
| | <input type="checkbox"/> Other (describe) _____ |

D13. The last time you bought chewing tobacco or snuff, where did you buy it? (**Be sure to mark one answer only.**)

- ☐ I never bought chewing tobacco or snuff
- ☐ A large store such as a supermarket (like Safeway or Ralphs)
- ☐ A small market or neighborhood grocery store
- ☐ A convenience store (like 7-11)
- ☐ A gas station mini-mart (like AM/PM)
- ☐ A liquor store
- ☐ A drug store (like Sav-On or Thrifty)
- ☐ A vending machine
- ☐ On the Internet
- ☐ Other (describe) _____

D14. Do you think it would be easy or hard for you to get cigars if you wanted some?

☐ Very easy

☐ Sort of hard

☐ Sort of easy

☐ Very hard



SECTION E: EXPOSURE TO SMOKE

E1. Think about the last 7 days. On how many days were you in the same room with someone who was smoking cigarettes?

☐ 0 days

☐ 4 days

☐ 1 day

☐ 5 days

☐ 2 days

☐ 6 days

☐ 3 days

☐ 7 days

E2. Again, think about the last 7 days. On how many of those days were you in the same room with someone, outside of your home, who was smoking cigarettes?

☐ 0 days

☐ 4 days

☐ 1 day

☐ 5 days

☐ 2 days

☐ 6 days

☐ 3 days

☐ 7 days

E3. Again, think about the last 7 days. On how many of those days did you ride in a car with someone who was smoking cigarettes?

☐ 0 days

☐ 4 days

☐ 1 day

☐ 5 days

☐ 2 days

☐ 6 days

☐ 3 days

☐ 7 days



SECTION F: ISSUES

INSTRUCTIONS:

For the next set of questions, we will be asking about issues in your community. Your community is the area where you live. (For example, your neighborhood, town or city.)

F1. In your community, how serious of a problem is it that young people can get tobacco products?

☐

Very serious

☐

Sort of serious

☐

Serious

☐

Not at all serious

F2. In your community, how serious of a problem is it that non-smokers breathe in other people's smoke?

☐

Very serious

☐

Sort of serious

☐

Serious

☐

Not at all serious

F3. In your community, how serious of a problem is it that tobacco products are advertised in many areas of your community?

☐

Very serious

☐

Sort of serious

☐

Serious

☐

Not at all serious



SECTION G: OPINIONS ABOUT TOBACCO

G1.

Do you think that people can get addicted to tobacco just like they can get addicted to a drug like heroin?

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

G2.

Do you think that breathing in smoke from someone else's cigarette (second-hand smoke) can cause lung cancer in a non-smoker?

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

G3.

Do you think that cigarette advertisements make young people want to start smoking?

☐

Yes, definitely

☐

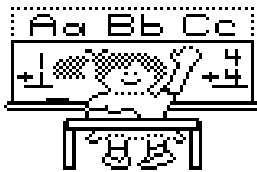
Probably not

☐

Yes, maybe

☐

No



SECTION H: ATTITUDES

H1.

Do you think tobacco companies try to get people addicted to cigarettes?

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

H2.

If tobacco companies knew for sure that smoking hurts people, do you think they would stop selling cigarettes?

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

H3.

Do you think local communities should strongly enforce laws that prevent people from selling cigarettes to youth under age 18?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

H4. Do you think that youth under 18 should be made to pay fines if they are caught buying cigarettes?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

H5. Do you think schools should expel youth who are caught smoking cigarettes?

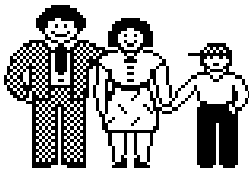
- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

H6. Do you think youth should not be allowed to wear clothing or carry gear at school that has a tobacco company name or picture on it?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

H7. Do you think that tobacco advertising should not be allowed in places where youth will see it (for example, at sports or community events, on billboards, and in magazines read by youth)?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |



SECTION I: CONSEQUENCES OF SMOKING

INSTRUCTIONS:

Below are sentences about the results of smoking. What do you think about each one?

II. Smoking cigarettes makes teeth yellow.

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

12. Smoking cigarettes is one way to lose friends who are nonsmokers.

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

13. Smoking cigarettes makes people smell bad.

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

14. Smokers have shorter lives than nonsmokers.

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

15. Smokers have less energy than nonsmokers.

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

16. Young people who smoke cigarettes are more grown-up.

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

17. Young people who smoke cigarettes have more friends.

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

I8.

Smoking cigarettes makes young people more relaxed.

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

I9.

Smoking cigars is just as harmful as smoking cigarettes.

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

I10.

Smoking cigarettes makes young people look cool.

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

I11.

Tobacco companies try to get young people to start smoking by using advertisements that are attractive to young people.

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

I12.

Smoking cigarettes is a good way to keep your weight down.

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

I13.

Smoking cigarettes makes asthma worse.

☐

True

☐

False

☐

I don't know/I'm not sure

I14. Teenagers are too young to get addicted to cigarettes.

- ☐ True
- ☐ False
- ☐ I don't know/I'm not sure

I15. A pregnant woman can harm her unborn baby if she smokes cigarettes.

- ☐ True
- ☐ False
- ☐ I don't know/I'm not sure

I16. Breathing in smoke from someone else's cigar can cause lung cancer.

- ☐ True
- ☐ False
- ☐ I don't know/I'm not sure

I17. Most young people do not smoke cigarettes.

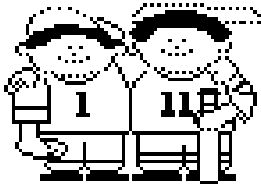
- ☐ True
- ☐ False
- ☐ I don't know/I'm not sure

I18. Nicotine is the only harmful substance in tobacco.

- ☐ True
- ☐ False
- ☐ I don't know/I'm not sure

I19. Some forms of tobacco do not contain nicotine.

- ☐ True
- ☐ False
- ☐ I don't know/I'm not sure



SECTION J: SOCIAL INFLUENCES

J1. How would your best friends act toward you if you smoked cigarettes?

- | | |
|--|--|
| <input type="checkbox"/> Very friendly | <input type="checkbox"/> <u>Un</u> friendly |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Very <u>un</u> friendly |

INSTRUCTIONS:

The next set of questions ask you to think about 100 students your age. Imagine that 3 classrooms of students were all together in the same place (like the school auditorium). That would be about 100 students.

J2. Out of every 100 students your age, how many do you think smoke cigarettes once a month or more?

- | | |
|---------------------------------------|------------------------------------|
| <input type="checkbox"/> None of them | <input type="checkbox"/> About 60 |
| <input type="checkbox"/> About 10 | <input type="checkbox"/> About 70 |
| <input type="checkbox"/> About 20 | <input type="checkbox"/> About 80 |
| <input type="checkbox"/> About 30 | <input type="checkbox"/> About 90 |
| <input type="checkbox"/> About 40 | <input type="checkbox"/> About 100 |
| <input type="checkbox"/> About 50 | |

J3.

Do most people your age think it's OK to smoke cigarettes once in a while?

☐

Yes, definitely

☐

Probably not

☐

Yes, maybe

☐

No

J4.

Out of every 100 students your age, how many do you think use chewing tobacco or snuff once a month or more?

☐

None of them

☐

About 60

☐

About 10

☐

About 70

☐

About 20

☐

About 80

☐

About 30

☐

About 90

☐

About 40

☐

About 100

☐

About 50

J5.

Out of every 100 students your age, how many do you think smoke cigars once a month or more?

☐

None of them

☐

About 60

☐

About 10

☐

About 70

☐

About 20

☐

About 80

☐

About 30

☐

About 90

☐

About 40

☐

About 100

☐

About 50

J6.

Out of every 100 adults in your community, how many do you think smoke cigarettes every day or almost every day?

- | | |
|---------------------------------------|------------------------------------|
| <input type="checkbox"/> None of them | <input type="checkbox"/> About 60 |
| <input type="checkbox"/> About 10 | <input type="checkbox"/> About 70 |
| <input type="checkbox"/> About 20 | <input type="checkbox"/> About 80 |
| <input type="checkbox"/> About 30 | <input type="checkbox"/> About 90 |
| <input type="checkbox"/> About 40 | <input type="checkbox"/> About 100 |
| <input type="checkbox"/> About 50 | |



SECTION K: FRIENDS AND TOBACCO USE

K1.

How many of your best friends smoke cigarettes?

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> None | <input type="checkbox"/> Some |
| <input type="checkbox"/> A few | <input type="checkbox"/> A lot |

K2.

During the last month (30 days), how many times have you been offered a cigarette?

- | | |
|----------------------------------|--|
| <input type="checkbox"/> None | <input type="checkbox"/> 3 or 4 times |
| <input type="checkbox"/> 1 time | <input type="checkbox"/> 5 or more times |
| <input type="checkbox"/> 2 times | |

K3. The last time you were offered a cigarette, who offered it? **(Be sure to mark one answer only.)**

- | | |
|--|---|
| <input type="checkbox"/> I have never been offered a cigarette | <input type="checkbox"/> A young person <u>I do not know well</u> |
| <input type="checkbox"/> A brother or sister | <input type="checkbox"/> An adult <u>I do not know well</u> |
| <input type="checkbox"/> A cousin | <input type="checkbox"/> An adult <u>I know well</u> |
| <input type="checkbox"/> One of my friends | <input type="checkbox"/> Other (specify)_____ |

K4. If one of your best friends were to offer you a cigarette, would you smoke it?

- | | |
|---|---|
| <input type="checkbox"/> Definitely yes | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Probably yes | <input type="checkbox"/> Definitely not |

K5. At any time during the next year (12 months), do you think you will smoke a cigarette?

- | | |
|---|---|
| <input type="checkbox"/> Definitely yes | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Probably yes | <input type="checkbox"/> Definitely not |

K6. At any time during the next year (12 months), do you think you will use chewing tobacco or snuff ?

- | | |
|---|---|
| <input type="checkbox"/> Definitely yes | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Probably yes | <input type="checkbox"/> Definitely not |

K7. At any time during the next year (12 months), do you think you will smoke a cigar?

- | | |
|---|---|
| <input type="checkbox"/> Definitely yes | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Probably yes | <input type="checkbox"/> Definitely not |

K8. If one of your best friends were to offer you a cigar, would you smoke it?

☐ Definitely yes

☐ Probably not

☐ Probably yes

☐ Definitely not



SECTION L: SCHOOL PROGRAMS

INSTRUCTIONS:

In this section, we ask about school activities that happened during the last year (12 months). When you are answering these questions, think about last school year (when you were in 7th grade) and what has happened so far during this school year.

L1. During the last year (12 months), did you have any school lessons about tobacco use?

☐ Yes

☐ No

☐ I don't know/I'm not sure

L2. During the last year (12 months), did you practice different ways to say “no” to tobacco offers during any class at school (for example, in role plays)?

☐ Yes

☐ No

☐ I don't know/I'm not sure

L3. During the last year (12 months), did your school have a contest about tobacco use (for example, a poster or essay contest)?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

L4. During the last year (12 months), did a guest speaker (for example, a nurse or someone from your community) talk to your class about tobacco use?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

L5. During the last year (12 months), did you go to a school assembly or event about tobacco use?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

L6. During the last year (12 months), did a student from middle or high school come to your class to talk about tobacco use?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

L7. During the last year (12 months), did your school celebrate a special day called “Great American Smoke-out” or “Smoke Scream”?

- ☐ Yes
- ☐ No
- ☐ I don’t know/I’m not sure

L8. During the last year (12 months), did you discuss cigars during any of your classes?

- ☐ Yes
- ☐ No
- ☐ I don’t know/I’m not sure

L9. During the last year (12 months), did you discuss the reasons why people your age smoke during any of your classes?

- ☐ Yes
- ☐ No
- ☐ I don’t know/I’m not sure

L10. During the last year (12 months), did you discuss how many people your age smoke during any of your classes?

- ☐ Yes
- ☐ No
- ☐ I don’t know/I’m not sure

L11. During the last year (12 months), did you discuss the effects of cigarette smoking on your body during any of your classes?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

L12. During the last year (12 months), did you discuss the effects of second-hand smoke during any of your classes?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

L13. During the last year (12 months), was the information you received in school helpful in making decisions about tobacco use?

- ☐ Yes, very helpful
- ☐ Yes, sort of helpful
- ☐ No, not very helpful at all
- ☐ No, not helpful at all
- ☐ During the last year, I have not received any information in school about tobacco

L14. Does your school have any special groups or classes for students who want to quit using tobacco?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

L15. Are there teachers or other adults at your school that you could talk to if you had a tobacco use problem?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

L16. What grades did you get in school last year?

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Mostly A's | <input type="checkbox"/> C's and D's |
| <input type="checkbox"/> A's and B's | <input type="checkbox"/> Mostly D's |
| <input type="checkbox"/> Mostly B's | <input type="checkbox"/> D's and F's |
| <input type="checkbox"/> B's and C's | <input type="checkbox"/> Mostly F's |
| <input type="checkbox"/> Mostly C's | |



SECTION M: MASS MEDIA

INSTRUCTIONS:

The next set of questions ask you about commercials (advertisements). You will notice that some questions ask you to mark one answer only, and some questions allow you to mark more than one answer. Please be sure to follow the instructions for each question.

M1. When you watch TV, how often do you see people smoking? (**Be sure to mark one answer only.**)

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> A lot | <input type="checkbox"/> Never |
| <input type="checkbox"/> Sometimes | <input type="checkbox"/> I never watch TV |
| <input type="checkbox"/> Hardly ever | <input type="checkbox"/> I don't know/I'm not sure |

M2.

When you see or hear commercials in the media (on radio, television, or billboards) how often do you see or hear commercials about the dangers of smoking or chewing tobacco? **(Be sure to mark one answer only.)**

☐

A lot

☐

Never

☐

Sometimes

☐

I don't know/I'm not sure

☐

Hardly ever

M3.

During the past year (12 months), have you seen a television commercial in which several tobacco company business men raise their hands, swear an OATH before the U.S. Congress, and then talk about cigarette smoking?

☐

Yes

☐

No

☐

I don't know/I'm not sure

M4.

What is the one most important message the OATH commercial (in Question M3) wanted you to learn? **(Be sure to mark one answer only.)**

☐

I did not see this commercial

☐

The tobacco industry lies about how hard it is to quit smoking

☐

The tobacco industry does not believe that second-hand smoke is harmful to people standing near a smoker

☐

I saw the commercial, but I'm not sure what it was about

M5.

Did you talk to anyone about the OATH commercial (in Question M3)? (**Mark all that apply.**)

- ☐ I did not see this commercial
- ☐ I talked to my close friends about it
- ☐ I talked to other young people about it
- ☐ I talked to adults about it
- ☐ I saw it, but I did not talk to anyone about it

M6.

As a result of seeing the OATH commercial (in Question M3), did you do any of the following? (**Mark all that apply.**)

- ☐ I did not see this commercial
- ☐ I thought about not smoking
- ☐ I thought about asking others to not smoke
- ☐ I saw the commercial, but I did not do either of these things

M7.

During the past year (12 months), have you seen a television commercial in which a young child is using alphabet BLOCKS to spell out the names of health problems? (**Be sure to mark one answer only.**)

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

M8.

What is the one most important message that the BLOCKS commercial (in Question M7) wanted you to learn? **(Be sure to mark one answer only.)**

- ☐ I did not see this commercial
- ☐ There is a new reading program that teaches young children about health problems like asthma
- ☐ When children are around cigarette smoke, it can cause them to have health problems
- ☐ I saw the commercial, but I'm not sure what it was about

M9.

How often have you seen the BLOCKS commercial (in Question M7)? **(Be sure to mark one answer only.)**

- ☐ A lot
- ☐ Sometimes
- ☐ Hardly ever
- ☐ Never
- ☐ I don't know/I'm not sure

M10.

Did you talk to anyone about the BLOCKS commercial (in Question M7)? **(Mark all that apply.)**

- ☐ I did not see this commercial
- ☐ I talked to my close friends about it
- ☐ I talked to other young people about it
- ☐ I talked to adults about it
- ☐ I saw it, but I did not talk to anyone about it

M11.

During the past year (12 months), have you seen a television commercial in which a woman named DEBBIE is smoking through a hole in her throat?

- ☐
- ☐

Yes

No

I don't know/I'm not sure

M12.

What is the one most important message the DEBBIE commercial (in Question M11) wanted you to learn? **(Be sure to mark one answer only.)**

- ☐ I did not see this commercial
- ☐ It is very hard to quit smoking, even though the tobacco industry says it isn't hard
- ☐ People who have operations on their throats should be allowed to smoke if they want to
- ☐ I saw the commercial, but I'm not sure what it was about

M13.

Did you talk to anyone about the DEBBIE commercial (in Question M11)? **(Mark all that apply.)**

- ☐ I did not see this commercial
- ☐ I talked to my close friends about it
- ☐ I talked to other young people about it
- ☐ I talked to adults about it
- ☐ I saw it, but I did not talk to anyone about it

M14.

As a result of seeing the DEBBIE commercial (in Question M11), did you do any of the following? **(Mark all that apply.)**

- ☐ I did not see this commercial
- ☐ I thought about not smoking
- ☐ I thought about asking others to not smoke
- ☐ I saw the commercial, but I did not do either of these things

M15. When you go to a small market, convenience store (like 7-11), or gas station mini-mart (like AM/PM), how often do you see advertisements for cigarettes or chewing tobacco, or items like sports gear, t-shirts, hats, sunglasses, lighters, or ashtrays that have tobacco company names or pictures on them? **(Be sure to mark one answer only.)**

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> A lot | <input type="checkbox"/> Never |
| <input type="checkbox"/> Sometimes | <input type="checkbox"/> I never go to a small market, convenience store, or gas station mini-mart |
| <input type="checkbox"/> Hardly ever | <input type="checkbox"/> I don't know/I'm not sure |

M16. Some tobacco companies make items like sports gear, t-shirts, lighters, hats, jackets, and sunglasses that people can buy or receive for free. How many items do you own that have a tobacco company name or picture on it? **(Be sure to mark one answer only.)**

- | | |
|--|--|
| <input type="checkbox"/> None | <input type="checkbox"/> 2 or 3 items |
| <input type="checkbox"/> 1 item | <input type="checkbox"/> 4 or more items |
| <input type="checkbox"/> I don't know/I'm not sure | |

M17. Have you ever received any of the following in the mail? **(Mark all that apply.)**

- ☐ Free single cigarette or pack of cigarettes
- ☐ A survey from a tobacco company
- ☐ A coupon from a tobacco company
- ☐ A gift from a tobacco company
- ☐ A product catalog from a tobacco company
- ☐ None of these

M18. Do you think you would ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses? **(Be sure to mark one answer only.)**

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Yes, definitely | <input type="checkbox"/> Probably not |
| <input type="checkbox"/> Yes, maybe | <input type="checkbox"/> No |

M19. During the past year (12 months), have you see a television commercial in which a BOY, talking sadly, remembers things about his father who died from cancer?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

M20. What is the one most important message the BOY commercial (in Question M19) wanted you to learn? **(Be sure to mark one answer only.)**

- ☐ I did not see this commercial
- ☐ The father died because he was around too many smokers at work
- ☐ The tobacco industry hurts more than just smokers. It also hurts their families.
- ☐ I saw the commercial, but I'm not sure what it was about

M21. How often have you seen the BOY commercial (in Question M19) on television? **(Be sure to mark one answer only.)**

- ☐ A lot
- ☐ Sometimes
- ☐ Hardly ever
- ☐ Never
- ☐ I don't know/I'm not sure

M22. Did you talk to anyone about the BOY commercial (in Question M19)? (**Mark all that apply.**)

- ☐ I did not see this commercial
- ☐ I talked to my close friends about it
- ☐ I talked to other young people about it
- ☐ I talked to adults about it
- ☐ I saw the commercial, but I did not talk to anyone about it

M23. As a result of seeing the BOY commercial (in Question M19), did you do any of the following? (**Mark all that apply.**)

- ☐ I did not see this commercial
- ☐ I thought about not smoking
- ☐ I thought about asking others to not smoke
- ☐ I saw the commercial, but I did not do either of these things

M24. During the past year (12 months), have you seen a television commercial in which a business man is catching FISH off a dock and throwing them into a pile?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

M25. What is the one most important message the FISH commercial (in Question M24) wanted you to learn? (**Be sure to mark one answer only.**)

- ☐ I did not see this commercial
- ☐ Recreational activities like fishing reduce stress more than smoking does
- ☐ The tobacco industry wants you to smoke and does not care about your health
- ☐ I saw the commercial, but I'm not sure what it was about

M26. During the past year (12 months), did you see a video in school that showed several commercials, in a row, about the dangers of cigarette smoking?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

M27. On a typical school day, from the time you get up to the time you go to bed, about how many hours do you usually watch television?

- ☐ Less than one hour a day
- ☐ One to three hours a day
- ☐ Four to six hours a day
- ☐ Over six hours a day



SECTION N: RULES ABOUT SMOKING

N1. Is there a rule at your school that no one is allowed to smoke cigarettes in the school building or on the school yard?

- ☐ Yes

☐
☐

No

I don't know/I'm not sure

N2. Have you seen any students break that rule?

☐

Yes

☐

I don't know/I'm not sure

☐

No

☐

My school does not have a no-smoking rule

N3. How many students who are smokers break that rule?

☐

None

☐

All of them

☐

A few

☐

My school does not have a no-smoking rule

☐

Some

☐

I don't know/I'm not sure

☐

Most

N4. Have you seen any adults break that rule?

☐

Yes

☐

I don't know/I'm not sure

☐

No

☐

My school does not have a no-smoking rule

N5. Is there a rule at your school that no one is allowed to use chewing tobacco or snuff in the school building or on the school yard?

☐

Yes

☐

No

☐

I don't know/I'm not sure

N6. Have you seen any students break that rule?

☐

Yes

☐

I don't know/I'm not sure

☐☐

No

My school does not have a no-chewing tobacco or snuff rule

N7. Have you ever seen signs at your school that say “Tobacco Use is Not Allowed”?

- ☐ Yes
- ☐ No
- ☐ I don’t know/I’m not sure

N8. At your school, are students allowed to wear or use something that has a tobacco company name or picture on it?

- ☐ Yes
- ☐ No
- ☐ I don’t know/I’m not sure

N9. During the last year (12 months), how many times have you asked someone not to smoke around you?

- ☐ I have not been around someone smoking during the last year
- ☐ I was around someone smoking, but I never asked them not to smoke
- ☐ I asked someone not to smoke once or twice
- ☐ I asked someone not to smoke several times
- ☐ I asked someone not to smoke many times

N10. The last time you asked someone not to smoke, who was the person?

☐

- | | | | |
|--------------------------|---|--------------------------|--|
| <input type="checkbox"/> | I have never asked someone not to smoke around me | <input type="checkbox"/> | A young person <u>I do not know well</u> |
| <input type="checkbox"/> | A brother or a sister | <input type="checkbox"/> | An adult <u>I do not know well</u> |
| <input type="checkbox"/> | A cousin | <input type="checkbox"/> | An adult <u>I know well</u> |
| <input type="checkbox"/> | One of my friends | <input type="checkbox"/> | Other (specify) _____ |

N11.

During the last year (12 months), has someone asked you not to smoke around them?

- ☐ I don't smoke
- ☐ Yes, someone asked me not to smoke
- ☐ No, no one asked me not to smoke





SECTION O: COMMUNITY PROGRAMS

INSTRUCTIONS:

For the next set of questions we will be asking about activities that may have taken place in your community in the past year (12 months). Your community is the area where you live (for example, your neighborhood, town or city). When you are answering these questions, think about activities that happened outside of school.

O1. During the last year (12 months), how often have you participated in tobacco prevention activities outside of school?

- | | |
|----------------------------------|--|
| <input type="checkbox"/> Never | <input type="checkbox"/> 3 times |
| <input type="checkbox"/> 1 time | <input type="checkbox"/> 4 or more times |
| <input type="checkbox"/> 2 times | |

O2. During the past year (12 months), have you heard about activities in your community to stop stores from selling to youth?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

O3. During the past year (12 months), have you heard about activities in your community to stop youth from getting cigarettes from their friends or family members, for example from posters or TV and radio ads?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

O4.

During the past year (12 months), have you heard about activities in your community that encourage people to make no-smoking rules for their homes and cars?

- ☐ Yes
- ☐ No
- ☐ I don't know/I'm not sure

O5. During the last year, how often have you talked with others outside of school about the problem of youth getting cigarettes?

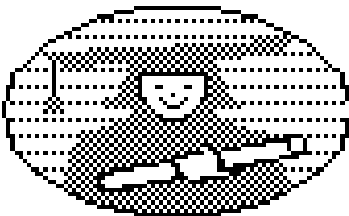
- | | |
|----------------------------------|--|
| <input type="checkbox"/> Never | <input type="checkbox"/> 3 times |
| <input type="checkbox"/> 1 time | <input type="checkbox"/> 4 or more times |
| <input type="checkbox"/> 2 times | |

O6. During the last year (12 months), how often have you talked with others outside of school about tobacco advertising and marketing?

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> A lot | <input type="checkbox"/> Hardly ever |
| <input type="checkbox"/> Sometimes | <input type="checkbox"/> Never |

O7. During the past year (12 months), how often have you talked to others outside of school about the problem of second-hand smoke?

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> A lot | <input type="checkbox"/> Hardly ever |
| <input type="checkbox"/> Sometimes | <input type="checkbox"/> Never |



SECTION P: SKILLS

P1.

If your best friend offered you a cigarette and you did not want it, how easy or hard would it be to say “no”?

☐

Very hard

☐

Sort of easy

☐

Sort of hard

☐

Very easy

P2.

If your best friend offered you a cigar and you did not want it, how easy or hard would it be to say “no”?

☐

Very hard

☐

Sort of easy

☐

Sort of hard

☐

Very easy

P3.

If someone next to you were smoking and it bothered you, how easy or hard would it be to ask them to stop or move to another area?

☐

Very hard

☐

Sort of easy

☐

Sort of hard

☐

Very easy

SECTION Q: YOUR SCHOOL

Q1.

What school do you attend? (If your school is not listed below, please write in the name of your school next to “Other,” at the bottom of the list.)

☐

Albany Middle School

☐

Los Arboles Middle

☐

Alicia Intermediate

☐

Magnolia Junior High

☐☐

<input type="checkbox"/>	Aptos Middle	<input type="checkbox"/>	Mammoth Jr/Sr High
<input type="checkbox"/>	Beaman Elementary/Middle	<input type="checkbox"/>	Marina Middle
<input type="checkbox"/>	Bear River Elementary/Middle	<input type="checkbox"/>	Mark Twain Junior High
<input type="checkbox"/>	Benjamin Franklin Middle	<input type="checkbox"/>	Marston Middle
<input type="checkbox"/>	Big Bear Middle	<input type="checkbox"/>	Mountain Vista Middle
<input type="checkbox"/>	Bridgeport Elementary/Middle	<input type="checkbox"/>	Mt. Vernon Junior High
<input type="checkbox"/>	Bristow Middle	<input type="checkbox"/>	Oak Hill Middle
<input type="checkbox"/>	Canyon Hill Jr. High	<input type="checkbox"/>	Ochoa (Anthony W.) Intermediate
<input type="checkbox"/>	Carnegie (Andrew) Middle	<input type="checkbox"/>	O'Farrell Community (Middle)
<input type="checkbox"/>	Central Valley Intermediate	<input type="checkbox"/>	Ortega Middle
<input type="checkbox"/>	Cesar Chavez Intermediate	<input type="checkbox"/>	Pacific Grove Middle
<input type="checkbox"/>	Chaboya Middle	<input type="checkbox"/>	Parsons Junior High
<input type="checkbox"/>	Chester Jr./Sr. High	<input type="checkbox"/>	Pasteur (Louis) Middle
<input type="checkbox"/>	Coleville Jr./Sr. High	<input type="checkbox"/>	Pollicita (Thomas R.) Middle
<input type="checkbox"/>	Colton (Walter) Middle	<input type="checkbox"/>	Portola Junior Middle
<input type="checkbox"/>	Crespi Junior High	<input type="checkbox"/>	Quimby Oak Intermediate
<input type="checkbox"/>	Dartmouth Middle	<input type="checkbox"/>	Quincy Jr./Sr. High
<input type="checkbox"/>	Diamond View Middle	<input type="checkbox"/>	Ramona Junior High
<input type="checkbox"/>	Drew (Charles) Junior High	<input type="checkbox"/>	Rancho Santa Margarita Intermediate
<input type="checkbox"/>	Feather River Middle	<input type="checkbox"/>	Rivera (Fernando) Intermediate
<input type="checkbox"/>	Foothill Intermediate	<input type="checkbox"/>	Salk (Jonas) Alternative Middle
<input type="checkbox"/>	Fort Miller Preparatory Middle	<input type="checkbox"/>	Serrano Intermediate

(Continued on next page.)

<input type="checkbox"/>	Fort Sage Middle	<input type="checkbox"/>	Shaffer Elementary/Middle
<input type="checkbox"/>		<input type="checkbox"/>	

<input type="checkbox"/>	Franklin (Benjamin) Intermediate	<input type="checkbox"/>	Taft Junior High
<input type="checkbox"/>	Helms Middle	<input type="checkbox"/>	Visitacion Valley Middle
<input type="checkbox"/>	Hidden Valley Middle	<input type="checkbox"/>	Wawona Middle
<input type="checkbox"/>	Jackman (Samuel) Middle	<input type="checkbox"/>	Westwood Jr/Sr High School
<input type="checkbox"/>	King (Martin Luther) Middle	<input type="checkbox"/>	Winton Intermediate
<input type="checkbox"/>	Kraemer Junior High	<input type="checkbox"/>	Wirtz School
<input type="checkbox"/>	Lee Vining Jr./Sr. High	<input type="checkbox"/>	Yosemite Middle
<input type="checkbox"/>	Leyva (George V.) Intermediate	<input type="checkbox"/>	Yuba Gardens Intermediate
<input type="checkbox"/>	Lincoln (Abraham) Middle	<input type="checkbox"/>	Other (Please write name)
<input type="checkbox"/>	Los Alisos Intermediate		

**THANK
YOU**
